Broadcasting®

OCT 12

FIRST IN TELEVISION CABLE RADIO SATELLITE

- WSVN(TV) MIAMI CARVES NICHE WITH NEW WAVE NEWS / 24
- HOWARD STERN NOW #1 IN L.A. AND N.Y. / 40
- MEDIA MERGE TO PLAN INTERACTIVE FUTURE / 44

Television's Hottest Property Just Got

Hotter

6.3

DESIGNING Women

#1 New Show The Leading Lady

TRIBUNE ENTERTAINMENT Company

Source: NSS GAA Rating Week of 9/21/92

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CABLE BILL IS LAW
WHAT'S AHEAD FOR FCC, TV, CABLE?

gress to sustain a veto. The vote in the Senate was 74-25, an exact duplicate of the vote on the S. 12 conference report two weeks before (BROADCASTING, Sept. 28). The House vote two hours later was 308-114.

With Democrats hoping to embarrass Bush with an override less than a month before the election, and Republicans hoping for a sign of presidential strength, S. 12 sponsors in both houses urged legislators not to let partisanship determine the vote.

"The President is doing what he thinks is correct, and he believes he is opposing overregulation," said ranking Republican Senate Commerce Committee member John Danforth (Mo.), the sponsor of the original S. 12, introduced in January 1991. "I would hope whoever ends up winning this argument does not gloat about it and does not try to rub it in."

FOR MORE NEWS AND REACTION TO THE NEW CABLE LAW, SEE PAGES 32-37

Danforth criticized fellow Commerce Committee member Albert Gore (D-Tenn.), Bill Clinton's vice presidential running mate, for stump speeches claiming Bush was "owned by the cable TV industry."

Nevertheless, Gore could not resist taking a few cracks at Bush after the Senate vote. "George Bush may not be willing to stand with American consumers, but we are," he said.

The Bush veto was officially sent to Capitol Hill Saturday morning, Oct. 3, less than 24 hours before S. 12 would have become law automatically without the President's signature. In his veto message, Bush said S. 12 "illustrates good intentions gone wrong, fallen prey to special interests." He repeated complaints that S. 12 would impose excessive regulation and stall growth of the cable industry.

White House staff and Republican congressional allies spent the weekend pressing for the needed votes to sustain the veto in the Senate, the most likely body to swing the President's way. A Friday (Oct. 2) meeting was held in Senate Minority Leader Bob Dole's (R-Kan.) office with White House Chief of Staff James Baker and eight Republican senators who had voted for the conference report earlier.

On Sunday morning, Bush hosted

This Week

REREGULATION ARRIVES / 3

White House lobbying to sustain Bush's veto came close, but no Republican senator would commit to being the crucial 33rd vote. *Also,* the high stakes in retransmission consent.

WEEK TWO: CBS / 14

In the second week of the new season, CBS widened its lead over second-place ABC, but lower-than-expected ratings for the baseball playoffs could narrow the margin.

FORTUNES SHIFT ANEW / 22

KCRA-TV Sacramento is testing an expanded 10 p.m. newscast as part of its prime time programing shift, and first-week results were promising, both for the news show and the later-starting *Tonight Show.*

MIAMI'S NEW WAVE / 24

Since NBC shifted its affiliation away from WSVN(TV) Miami in 1987, the station has found success with a format that includes seven hours of weekday "new wave" news designed to appeal to younger viewers.

REREG MOVES TO FCC / 32

New rate rules and program access should go into effect in six months and retransmission consent in 12, but startup could take longer if the FCC is unable to hold to Congress's timetable. *Also,* a chronology of the legislative events that culminated with the 1992 cable act.

STERN ASCENDANT / 40

Drivetime host Howard Stern moved from fourth to first in Los Angeles, according to the summer Arbitron ratings, giving him a dominant position on the West Coast to match his top showing in New York.

CABLE ACCESS RIGHT DENIED / 42

The U.S. Supreme Court last week let stand a Georgia court ruling denying a cable company's claim to free access rights to private property via utility easements.

HIGH-TECH ROAD TEST / 44

A group of computer, telephone, film and electronic firms have launched an initiative to develop a national information highway architecture and to test technology and demand for interactive multimedia services.

WSVN(TV) has found a new, young audience with its seven hours of fast, flashy news each weekday; above, 'The Buzz' with Laurie Hibberd covers the entertainment beat (p. 24).

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week 5 Sep 28-Oct 4

	ABC	CBS	NBC	FOX
MONDAY	14.3/22	18.2/28	13.9/21	NO PROGRAMING
8:00	75. Young Indiana Jones Chronicles 7.2/12	13. Evening Shade 16.3/26	17. Fresh Prince 15.0/24	
8:30		10. Hearts Afire 17.2/26	22. Blossom 14.1/21	
9:00	11. NFL Monday Night Football—Los Angeles Raiders vs. Kansas City Chiefs 17.0/29	2. Murphy Brown 21.5/31	25. NBC Monday Night Movies—Fergie & Andrew 13.6/21	
9:30		8. Love and War 17.3/26		
10:00		7. Northern Exposure 18.3/29		
10:30				
TUESDAY	15.9/26	14.7/24	11.6/19	NO PROGRAMING
8:00	16. Full House 15.5/26	20. Rescue: 911 14.6/24	42. Quantum Leap 11.1/18	
8:30	15. Hangin w/Mr. C 15.6/25			
9:00	1. Roseanne 23.2/35	19. CBS Tuesday Movie—Child of Rage 14.7/24	31. Reasonable Doubts 11.9/19	
9:30	5. Coach 19.1/29			
10:00	42. Going to Extremes 11.1/19			
10:30				
WEDNESDAY	12.2/20	16.0/25	11.8/19	7.1/11
8:00	38. Wonder Years 11.4/19	74. Hat Squad 7.5/12	17. Unsolved Mysteries 15.0/25	70. Beverly Hills 90210 8.0/13
8:30	34. Doogie Howser 11.7/19			
9:00	8. Home Improvmt 17.3/26	3. Country Music Awards 20.3/32	38. Seinfeld 11.4/17	88. Melrose Place 6.2/9
9:30	36. Laurie Hill* 11.5/17		47. Mad About You 10.8/16	
10:00	50. Civil Wars 10.6/18		61. Law and Order 9.4/16	
10:30				
THURSDAY	10.1/17	10.1/17	12.2/21	8.1/13
8:00	64. Delta 8.7/15	29. Top Cops 12.0/20	58. A Different World 9.9/17	32. Simpsons 11.8/20
8:30	73. Room For Two 7.7/13		62. Rhythm and Blues 8.9/15	55. Martin 10.2/17
9:00	64. Homefront 8.7/14	29. Street Stories 12.0/19	11. Cheers 17.0/27	94. The Heights 5.2/8
9:30			23. Wings 14.0/23	
10:00	26. Primetime Live 13.3/24	84. Middle Ages 6.3/11	35. A Word From Our Sponsor 11.6/21	
10:30				
FRIDAY	11.6/22	10.2/19	6.8/13	6.1/11
8:00	41. Family Matters 11.2/22	32. Golden Palace 11.8/23	83. Final Appeal 6.5/13	81. America's Most Wanted 6.7/13
8:30	36. Step By Step 11.5/22	49. Major Dad 10.7/20	84. What Happened? 6.3/12	
9:00	53. Dinosaurs 10.3/19	52. Designing Wmn 10.4/19	75. The Round Table 7.2/13	82. Sightings 6.6/12
9:30	68. Camp Wilder 8.6/16	50. Bob 10.6/20		98. Likely Suspects 4.2/8
10:00	24. 20/20 13.9/27	64. Picket Fences 8.7/17	80. I'll Fly Away 6.8/13	
10:30				
SATURDAY	7.4/15	6.7/13	9.7/19	7.7/15
8:00	84. Covington Cross 6.3/12	89. Frannie's Turn 6.1/12	77. Here and Now 7.1/14	62. Cops 8.9/18
8:30		91. Brooklyn Bridge 6.0/11	71. Out All Night 7.9/15	60. Cops 2 9.6/18
9:00	92. Crossroads 5.6/11	72. Raven 7.8/15	28. Empty Nest 12.2/23	79. Code 3 7.0/13
9:30			44. Nurses 10.9/21	93. The Edge 5.3/10
10:00	53. The Commish 10.3/21	84. Angel Street 6.3/13	58. Sisters 9.9/20	
10:30				
SUNDAY	10.5/17	17.6/29	8.8/14	8.3/14
7:00	64. Life Goes On 8.7/14	4. 60 Minutes 20.0/35	84. Secret Service 6.4/11	97. Great Scott* 4.3/8
7:30				96. Ben Stiller Show 4.4/7
8:00	27. Am Fun Home Vid 12.5/19	6. Murder, She Wrote 18.4/28	69. I Witness Video 8.4/13	38. In Living Color 11.4/18
8:30	44. Am Fun People 10.9/16			44. Martin 10.9/16
9:00	47. ABC Sunday Night Movie—Exclusive 10.8/17	14. CBS Sunday Movie—Danger of Love 15.9/26	55. NBC Sunday Night Movie—My Blue Heaven 10.2/16	21. Married w/Childn 14.3/22
9:30				57. Herman's Head 10.1/16
10:00				89. Flying Blind 6.1/10
10:30				95. Woops! 5.0/9
WEEK'S AVGS	12.8/21	13.8/23	11.3/19	7.1/12
SSN. TO DATE	12.2/21	13.4/22	11.4/19	7.4/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

NEW YORK CONNECTS TO VIDEO DIALTONE

Wireless operator Liberty will use phone company's fiber optic lines starting in January

By Rich Brown

If all goes according to plan, video dialtone will become a reality in New York City in January 1993 as the result of an agreement reached between New York Telephone and wireless operator Liberty Cable Television of Manhattan.

A deal struck between the companies will enable Liberty to deliver programing via New York Telephone's fiber optic cables to two apartment buildings already served by Liberty. The year-long test is expected to involve about 2,000 customers.

"The cable industry likes to think it holds the key to the future," says Peter Price, president, Liberty Cable. "The systems they've been testing are yesterday's news."

Details on exactly how the system would work have so far been sketchy. Richard Aurelio, president of Time Warner's New York City Cable Group, Liberty's chief rival, says he questions if the planned system will be more advanced than Time Warner's own ground-breaking 150-channel Quantum fiber optics system in the city.

New York Telephone

A NYNEX Company

"We welcome the telcos embracing the architecture that we have pioneered in Quantum," says Aurelio. "Since they haven't explained how they will achieve true video-on-demand, one has to be suspicious about it."

It was less than three months ago that the Federal Communications Commission unanimously approved an order allowing telcos to transmit video for programers-customers on a common-carrier basis without having to obtain a municipal cable franchise. In compliance with the FCC regulations, New York Telephone is making its video dialtone service available at the request of any cable operator or video programer. New York Telephone is currently holding talks with interested partners other than Liberty, according to a company spokesman, who declined to elaborate.

The partners in the Liberty experiment say the test should not require much in the way of a system overhaul. According to Price, a "smart" chip will probably be placed into the customer's existing program converter or into the customer's telephone. As for the fiber, New York Telephone al-

THIRD-QUARTER CABLE NETWORK RATINGS: 1992 VS. 1991

	Prime Time				Full Day			
	3Q 1992		3Q 1991		3Q 1992		3Q 1991	
Network	Rating	HH	Rating	HH	Rating	HH	Rating	HH
WTBS	2.4	1,441,000	2.2	1,246,000	1.4	824,000	1.3	776,000
USA	2.3	1,382,000	2.3	1,314,000	1.1	670,000	1.2	705,000
TNT	1.9	1,069,000	1.9	1,030,000	0.9	543,000	0.9	514,000
ESPN	1.7	1,031,000	2.2	1,267,000	0.8	482,000	0.9	507,000
CNN	1.2	747,000	0.9	531,000	0.7	407,000	0.6	331,000
Nick at Nite	1.2	684,000	1.1	611,000	0.8	475,000	0.7	390,000
Lifetime	1.2	684,000	1.2	648,000	0.6	336,000	0.6	320,000
Nashville	1.1	596,000	1.1	607,000	0.5	294,000	0.5	292,000
Nickelodeon	—	—	—	—	1.2	675,000	1.2	653,000
Discovery	0.9	498,000	0.9	505,000	0.5	296,000	0.5	275,000
Family	0.8	437,000	0.7	382,000	0.6	331,000	0.6	306,000
A&E	0.8	436,000	0.7	386,000	0.5	247,000	0.4	215,000
MTV	0.6	340,000	0.7	370,000	0.5	278,000	0.6	314,000
HLN	0.3	152,000	0.3	155,000	0.3	155,000	0.3	150,000
VH-1	0.3	134,000	0.3	121,000	0.2	96,000	0.2	88,000
CMT	0.5	81,000	0.4	64,000	0.4	71,000	0.4	55,000

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings based on coverage area of each network, not entire TV universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m.

Superstation WTBS(TV) Atlanta topped the basic cable competition during the third quarter of 1992 by averaging a 1.4 full-day Nielsen rating, a rise Turner Broadcasting attributed to the success of its movies and the National League East division-winning performance of the Atlanta Braves.

Braves baseball alone averaged a 2.6 rating/4.9 share, a 13% increase in ratings and a 20% increase in homes delivered over third-quarter 1991. The network's *Award Theater* averaged a 3.2/10.3, a ratings increase of 18% and an increase of 21% in households. Overall, the 1,441,000 households that were tuned to TNT during prime time marked the highest ever third-quarter average for the network.

Most of the cable networks remained relatively stable with the exception of ESPN, which saw its prime time ratings dip from 2.2 to 1.7 in a year-to-year third-quarter comparison. **—RB**

HOWARD STERN RULES BOTH COASTS

Syndicated show vaults past 'Mark and Brian' in Los Angeles, pulls station into top 10

By Peter Viles

The Outrageous One is now No. 1 in both New York and Los Angeles.

Howard Stern, undisputed king of shock radio, pulled a remarkable bicoastal triumph in the summer Arbitron survey, dominating morning drive in the nation's two largest markets. In New York, on Infinity's WXRK(FM), Stern pulled a 9.5 share (average quarter hour, persons 12-plus), up from 8.3 in the spring book.

And in Los Angeles, on Greater Media's KSLX(FM), Stern vaulted from fourth to first, increasing his 12-plus share from 5.3 to 6.4 and blowing past market leaders Mark & Brian (starring Mark Thompson and Brian Phelts) of KLOS(FM), who dropped from a 6.2 to a 5.6 share.

The number-one ranking comes just one year after Stern's debut in Los Angeles, and will likely entice more stations to consider airing his syndicated program. The show, which was once dismissed as a raunchy New York phenomenon that would offend listeners elsewhere, will enter its eighth market this week when Chicago's WLUP(AM) begins airing it.

Stern was expected to announce plans for his standard celebration of market dominance: a funeral parade in Los Angeles to bury the morning team he surpassed.

Stern's morning performance helped lift KLSX from a 3.3 share to a 4.0, and from 12th to fourth in the market in total week 12-plus listenership, marking the station's first top-10 ranking since 1987.

"We went up in all dayparts, including nights and weekends," said Jim Freeman, KLSX's vice president and general manager. "Stern definitely led the charge. I think he helped the entire station, and not just his daypart."

Summer Arbitrons from Stern's other markets—Washington, Baltimore and Philadelphia—had not been issued at press time. Since the summer ratings period began, Stern has added Cleveland, Dallas and, effective this week, Chicago.

The summer Arbitron surveys for New York, Los Angeles and Chicago showed several other trends, among them:

- Chicago's longtime market leader, Tribune's WGN(AM), lost the top ranking to Gannett's WGCI(FM). WGN appeared to lose listeners to AM talk rival WLUP, which moved up into the top 10.
- The market leaders in New York and Los Angeles solidified their top spots. Urban-formatted WRKS(FM) New York drew a 6.6 share, while KOST(FM) Los Angeles drew a 5.2.
- Two prominent Spanish-language stations in Los Angeles fared poorly. KLVE(FM) dropped from a 4.4 share to 3.5, and from third in the market to 11th. And KWKW(AM) dropped from a 3.4 to a 1.9, and from 11th to 23rd.
- Talk stations fared well in New York, as WABC(AM) and WOR(AM) both jumped into the top 10.
- The big gainers in Los Angeles were Greater Media's KLSX and Infinity's KROQ(FM), which vaulted from 14th in the market into a tie for fourth. ■

SUMMER ARBITRON RATINGS

Station	*Format*	*Spring Share (Rank)*	*Summer Share (Rank)*
New York (Market Size: 1)			
WRKS(FM)	Urban	5.6 (1)	6.6 (1)
WLTW(FM)	Soft AC	5.2 (2)	5.1 (2)
WCBS(FM)	Oldies	5.0 (3)	5.0 (3)
WXRK(FM)	Classic Rock	4.5 (4)	4.7 (4)
WBLS(FM)	Urban	4.3 (5)	4.4 (5)
WABC(AM)	Talk	3.4(11)	4.2 (6)
WPAT(AM/FM)	Easy	4.5 (4)	3.8 (7)
WINS(AM)	News	3.7 (9)	3.8 (7)
WOR(AM)	Talk	3.2(12)	3.8 (7)
WHTZ(AM)	CHR	4.0 (7)	3.6(10)
WNEW(FM)	AOR	3.1(13)	3.6(10)
Los Angeles (2)			
KOST(FM)	Soft AC	5.0 (1)	5.2 (1)
KPWR(FM)	CHR	4.2 (5)	4.4 (3)
KIIS(AM/FM)	CHR	4.5 (2)	4.2 (2)
KLSX(FM)	Classic Rock	3.3(12)	4.0 (4)
KROQ(FM)	New Rock	3.1(14)	4.0 (4)
KRTH(FM)	Oldies	4.1 (6)	3.9 (6)
KKBT(FM)	Urban	3.8 (9)	3.8 (7)
KABC(AM)	Talk	4.4 (3)	3.7 (8)
KLOS(FM)	AOR	4.0 (7)	3.6 (9)
KTNQ(AM)	Spanish	3.2(13)	3.6 (9)
Chicago (3)			
WGCI(FM)	Urban	7.3 (2)	7.2 (1)
WGN(AM)	MOR/Talk	7.6 (1)	6.8 (2)
WBBM(FM)	CHR	5.7 (3)	5.6 (3)
WUSN(FM)	Country	5.5 (4)	4.3 (4)
WVAZ(FM)	Urban	4.4 (6)	4.2 (5)
WBBM(AM)	News	3.9 (7)	4.0 (6)
WJJD(AM)	Stndrds	3.7 (8)	4.0 (6)
WWBZ(FM)	AOR	4.6 (5)	3.7 (8)
WLIT(FM)	AC	3.4 (9)	3.6 (9)
WXRT(FM)	AOR	3.3(10)	3.5(10)
WLUP(AM)	News/ Talk	2.9(15)	3.5(10)

Source: Arbitron summer survey; total week, AQH, 12-plus; copyright 1992.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $5,950,000 □ 3

FM's □ $19,467,580 □ 13

AM-FM's □ $11,855,000 □ 4

TV's □ $3,500,000 □ 1

Total □ $40,772,580 □ 21

1992 to Date:

AM's □ $176,527,784 □ 181

FM's □ $351,339,707 □ 208

AM-FM's □ $242,354,846 □ 125

TV's □ $1,385,937,087 □ 48

Total □ $2,156,159,424 □ 562

For 1991 total see Jan. 27, 1992 BROADCASTING.

Oklahoma City. **Buyer** is headed by John M. Thomas, and is owned by The R. Hernreich 1987 Family Trust. KPOM-TV is NBC affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna 1,040 feet above average terrain.

KRTY(FM) Los Gatos-San Jose, Calif. □ Sold by Randolph E. George, receiver, to affiliate of Empire Broadcasting Corp. for $3.31 million. Deal for station in July for $2.9 million was not consummated. **Seller** is media broker, who was recently receiver for KCKK(FM) Kanab, Utah. **Buyer** is headed by Robert Kieve, who also has interests in KLIV(AM)-KARA(FM) San Jose. KRTY has country format on 95.3 mhz with 370 w and antenna 860 feet above average terrain. *Broker: Media Venture Partners.*

WHDH(AM) Boston □ Sold by WHDH-AM Inc. to Atlantic Radio Corp. for $3 million. **Seller** is also licensee of WHDH-TV Boston. **Buyer** is headed by Joseph L. Winn, and is licensee of two AM's and two FM's. WHDH is fulltimer with talk format on 850 khz with 50 kw.

KGIL(AM) San Fernando (Los Angeles), Calif. □ Sold by Buckley Communications Inc. to Mount Wilson FM Broadcasters Inc. for $2.5 million cash. **Seller** is headed by Richard D. Buckley, and is also licensee of KMGX(FM) San Fernando. It is subsidiary of Buckley Broadcasting Corp., licensee of six AM's and eight FM's. **Buyer** is headed by Saul Levine, and is licensee of KKGO-FM Los Angeles, KJQI(AM) Costa Mesa and KSUR-AM-FM Soledad-Greenfield, all California, and KILA(AM)-KRTR-FM Mauniwili-Kailua (Honolulu), Hawaii. KGIL is fulltimer with news-talk format on 1260 khz with 5 kw. *Broker: Ray Stanfield & Associates.*

KALL-AM-FM Salt Lake City □ Sold by Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for $1.88 million. **Seller** is headed by George C. Hatch, and also has interests in KVEL(AM)-KLCY-FM Vernal and KUTV(TV) Salt Lake City, both Utah. **Buyer** is headed by William L. Stakelin, and has interests in one AM and four FM's, including KKAT(FM) Ogden (Salt Lake City), Utah. KALL(AM) has AC, news format on 910 khz with 5 kw day and 1 kw night. KALL-FM has oldies format on 94.1 mhz with 40 kw and antenna 3,030 feet above average terrain.

WVEM(FM) Springfield, Ill. □ Sold by Daniel Menghini to Saga Communications for $1.5 million. **Seller** has no other broadcast interests. **Buyer** is headed by Edward Christian, and is also buying WIXY(FM) Champaign, Ill. (see below). It is licensee of six AM's and nine FM's, including WYMG(FM) Springfield, Ill. WVEM has AC format on 101.9 mhz with 50 kw and antenna 300 feet above average terrain. *Broker: Gary Stevens & Co.*

KORK(AM)-KYRK-FM Las Vegas □ Sold by Anchor Media Ltd. to Lotus Broadcasting Corp. for $1.425 million. **Seller** is also licensee of two AM's, two FM's and four TV's. **Buyer** is headed by Howard A. Kalmenson, and is subsidiary of Lotus Communications Corp., licensee of seven AM's and six FM's. KORK has big band format on 920 khz with 5 kw day and 500 w night. KYRK-FM has CHR format on 97.1 mhz with 50 kw and antenna 1,950 feet above average terrain. *Broker: Star Media Inc.*

KTIE(FM) Bakersfield, Calif. □ Sold by Moosey Communications Inc. to Buck Owens Production Co. Inc. for $900,000. **Seller** is headed by Margaret Garza, and has no other broadcast interests. **Buyer** is headed by Alvis E. Owens Jr., and is licensee of two AM's, two FM's and one TV. Michael L. Owens, officer and director of assignee, has interests in KGEE(FM) Monahans, Tex. KTIE has country format on 107.1 mhz with 6 kw and antenna 164 feet above average terrain.

For other proposed and approved sales see "For the Record," page 56.

SOLD!

WPRD-AM/WMGF-FM, Orlando, Florida and **WFYE-AM,** Jacksonville, Florida have been sold by **Metroplex Communications,** Norman Wain, CEO and Robert Weiss, COO to **Paxson Enterprises, Inc.,** Lowell W. Paxson, Principal for $7,175,000.

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Subject to F.C.C. approval

(see "Broadcasting," Aug. 24). Sale includes WUSN(FM) Chicago and WZGC(FM) Atlanta (see above). **Seller** is headed by Dan Douglas, and is also licensee of one AM and three FM's. **Buyer** is headed by Mel Karmazin, and is licensee of seven AM's and eleven FM's. Filed Sept. 21.

■ **WHDH(AM) Boston** (BAL920917EE; 850 khz; 50 kw-U)—Seeks assignment of license from WHDH-AM Inc. to Atlantic Radio Corp. for $3 million. **Seller** is also licensee of WHDH-TV Boston. **Buyer** is headed by Joseph L. Winn, and is licensee of two AM's and two FM's. Filed Sept. 17.

■ **KZLS(FM) Billings, MT** (BALH920909HK; 97.1 mhz; 35 kw; ant. 295 ft.)—Seeks assignment of license from Mountain West Broadcast Investments Inc. to Land Development Inc. for assumption of debt. **Seller** is headed by Richard L. Frankovic, and is also licensee of KUUS(AM) Billings, MT. **Buyer** is headed by Raymond A. Blackman and is owned by Citizens Development Co.; it has no other broadcast interests. Filed Sept. 9.

■ **KORK(AM)-KYRK-FM Las Vegas** (AM: BAL920917EA; 920 khz; 5 kw-D, 500 w-N; FM: BALH920917EB; 97.1 mhz; 50 kw; ant. 1,950 ft.)—Seeks assignment of license from Anchor Media Ltd. to Lotus Broadcasting Corp. for $1.425 million. **Seller** is also licensee of two AM's, two FM's and four TV's. **Buyer** is headed by Howard A. Kalmenson, and is subsidiary of Lotus Communications Corp., licensee of seven AM's and six FM's. Filed Sept. 17.

■ **KIVA(AM)-KRZQ(FM) Corrales, NM** (AM: BAL920918ED; 1310 khz; 5 kw-D, 500 w-N; FM: BALH920918EE; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Seeks assignment of license from Star Management of New Mexico Inc. to Progressive Broadcasting Inc. for $850,000. **Seller** is headed by Carl C. Tutera, and has no other broadcast interests. **Buyer** is headed by Peter Baumann, and is licensee of KLSK(FM) Santa Fe, NM. Filed Sept. 18.

■ **WKQT(FM) Newport, NC** (BAPLH920921HI; 103.3 mhz; 100 kw; ant. 600 ft.)—Seeks assignment of CP from Recycled Radio Co. Inc. to New East Communications Inc. for $262,581. **Seller** is headed by Bruce R. Naegelen, and has interests in WBTB(AM) Beaufort, NC. **Buyer** is headed by Henry W. Hinton Jr., and is licensee of WCZI(FM) Washington, NC. Filed Sept. 21.

■ **WKZL(FM) Winston-Salem, NC** (BAPLH920916GE; 107.5 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for $6.5 million. Assignment includes WGFX(FM) Gallatin, TN (see below). **Seller** is headed by Victor H. Rumore, who has interests in KFRR(AM) Englewood, CO. **Buyer** is headed by James A. Dick, who has interests in three AM's and four FM's. Filed Sept. 16.

■ **KZBB(FM) Poteau, OK** (BALH920903HJ; 97.9 mhz; 100 kw; ant. 2,000 ft.)—Seeks assignment of license from Arrow Communications Inc. to Arklahoma Communications Co. for $355,000. **Seller** is headed by William R. Rice, receiver, and is also receiver for WTNW(AM)-WFFX(FM) Tuscaloosa, AL ("Changing Hands," Sept. 28). It is also licensee of one AM and four FM's for which Rice is also receiver. **Buyer** is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. Filed Sept. 3.

■ **WLVH(FM) Hardeeville, SC (Savannah, GA)** (BALH920918HY; 101.1 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Jessup Broadcasting Ltd. to Savannah Radio Partners; asset purchase agreement will be filed as amendment in near future. **Seller** has no other broadcast interests. **Buyer** is headed by Benjamin M. Tucker. Opus Media Group Inc., general partner of assignee, is licensee of WSOK(AM)-WAEV(FM) Savannah, GA. It is also licensee of WKXI(AM)-WTYX(FM) Jackson, MS, with LMA agreement with WKXI(FM) Magee (Jackson), MS. Filed Sept. 18.

■ **WGFX(FM) Gallatin, TN** (BALH920916HC; 104.5 mhz; 49 kw; ant. 1,312 ft.)—Seeks assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for $6.5 million (see WKZL[FM] Winson-Salem, NC, above). Filed Sept. 16.

■ **KALL-AM-FM Salt Lake City** (AM: BAL920916EC; 910 khz; 5 kw-D, 1 kw-N; FM: BALH920916ED; 94.1 mhz; 40 kw; ant. 3,030 ft.)—Seeks assignment of license from Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for $1.88 million. **Seller** is headed by George C. Hatch, and also has interests in KVEL(AM)-KLCY-FM Vernal and KUTV(TV) Salt Lake City, both Utah. **Buyer** is headed by William L. Stakelin, and has interests in one AM and four FM's, including KKAT(FM) Ogden (Salt Lake City), UT. Filed Sept. 16.

■ **KYSN(FM) East Wenatchee, WA** (BALH920916HL; 97.7 mhz; 3 kw; ant. -150 ft.)—Seeks assignment of license from Stephenson Broadcasting Inc. to Sunbrook Wenatchee Ltd. for $230,000. **Seller** is headed by Brian L. Stephenson, and has no other broadcast interests. **Buyer** is headed by Danny L. Sollom, and is licensee of KXAA(FM) Rock Island, WA. Limited partner Sunbrook Communications II recently sold KAAR(FM) Medical Lake, Wash., and KCSJ(AM) Pueblo, Colo. ("Changing Hands," Aug. 3). General Partner of assignee is Sunbrook Communications Corp., general partner of Sunbrook Communications Ltd., licensee of four AM's and four FM's. Filed Sept. 16.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	**11,253**	**1,419**	**12,672**
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	**1,502**	**190**	**1,692**
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	**1,284**	**990**	**2,274**
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses
[1] Construction permit
† Penetration percentages are of TV household universe of 92.1 million
Source: Nielsen, NCTA and Broadcasting's own research

NEW STATIONS

Applications

■ ***Cedar Creek, FL** (BPED920918MC)—Cedar Creek Public Radio Inc. seeks 89.5 mhz; 3 kw; ant. 91 m. Address: 1688 Yellowstone, Cocoa, FL 32922. Applicant is headed by Daniel Murphy, and is licensee of WEJF(AM) Palm Bay, FL. Filed Sept. 18.

■ **St. Augustine Beach, FL** (BPH920914ME)—Visitor Information Radio of Florida Inc. seeks 105.5 mhz; 6 kw; ant. 98 m. Address: P.O. Box 5102; St. Augustine, FL 32085. Applicant is headed by C. Lockwood Smith, and has no other broadcast interests. Filed Sept. 14.

■ **St. Augustine Beach, FL** (BPH920915MB)—Carl C. Tutera seeks 105.5 mhz; 3 kw; ant. 100 m. Address: 357 Ocean Shore Blvd., Ormond Beach, FL 32176. Applicant is selling KIVA(AM)-KRZQ(FM) Corrales, NM (see "Ownership Applications," above). He also owns licensee of KZRQ-FM, Santa Fe, NM. Filed Sept. 15.

■ ***Houghton, MI** (BPED920928MA)—Michigan Technological University seeks 91.9 mhz; .1 kw; ant. 5.4 m. Address: West Wadsworth Hall, Houghton, MI 49931. Applicant is headed by Curtis J. Tompkins, and has no other broadcast interests. Filed Sept. 28.

■ ***Calverton-Roanoke, NY** (BPED920928MC)—Sabbath Inc. seeks 107.3 mhz; 6 kw; ant. 41 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Sept. 28.

■ **Calverton-Roanoke, NY** (BPH920928MD)—John Rose seeks 105.3 mhz; 6 kw; ant. 89 m. Address: 59 Sunset Avenue, Selden, NY 11784. Applicant is also seeking FM at Westhampton, NY (see below). Filed Sept. 28.

■ ***Southampton, NY** (BPED920925MA)—Connecticut Public Broadcasting Inc. seeks 92.9 mhz; 6

Broadcasting In Brief

WADB(FM) Point Pleasant, N.J., was sold by Pleasant Broadcasters Inc., headed by Adamant Brown, to Seawood Broadcasters Inc. **for $4 million.** Buyer is headed by former radio group owner Arthur Shadek. *Broker: Gary Stevens & Co.*

KIVA(AM)-KZRQ(FM) Corrales, N.M. (Albuquerque), was sold by Star Management of New Mexico Inc., headed by Carl C. Tutera, to Progressive Broadcasting Inc. **for $850,000.** Buyer, headed by Peter Baumann, is also licensee of KLSK(FM) Santa Fe, N.M.

KKJZ(AM) Santa Barbara, Calif., was sold by Cutler Productions Inc., headed by Ron Cutler, to Seaview Broadcasting Inc. **for $450,000.** Buyer is headed by Manuel A. Cabranes, who has interests in KWNK(AM) Simi Valley, Calif. *Broker: Hogan & Feldman Inc.*

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 27. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/221/97
2. Star Trek	11.0/244/99
3. Jeopardy!	10.6/211/98
4. Oprah Winfrey Show	10.1/235/98
5. Entertainment Tonight	8.2/178/94
6. Current Affair	7.5/179/98
7. Married...With Children	7.3/182/96
8. Inside Edition	7.2/166/94
9. Wheel of Fortune	5.8/181/75
10. Cosby Show	5.5/166/96
10. Donahue	5.5/210/98
12. Sally Jesse Raphael	5.2/216/98
13. Hard Copy	4.9/151/93
14. American Gladiators	4.7/203/98
14. You Bet Your Life	4.7/137/97

WHAT VIEWERS SAY VERSUS WHAT THEY WATCH

The relative popularity of TV stations will likely be a bargaining point in retransmission-consent negotiations. On that subject, a new *TV Guide* poll said that TV viewers care less about broadcast stations than their recorded viewing would suggest. Asked if they had to choose between watching only "broadcast television stations, such as ABC, CBS, NBC and Fox," or "cable television stations, such as CNN, ESPN, HBO and TBS," 56% of respondents said they would choose cable, while only 39% said broadcasting (5% were not sure).

Network news also fared poorly in the survey. Asked whom they trusted more "to provide reliable and accurate news," 46% of those polled gave the nod to local news, while 37% chose network news programs—9% said they were equal, 5% said neither and 3% were not sure. Almost half of those polled, 45%, said they would find it "acceptable" if the three broadcast networks discontinued their "national news programs," forcing them to rely on CNN and C-SPAN, with 4% saying it wouldn't make any difference—47% found it "unacceptable," while 4% weren't sure.

Peter Hart, whose research firm conducted the national survey of 1,007 adults for the magazine, was not available to explain why the survey results differed significantly from what actual television ratings seem to indicate.

But the poll also found Americans value television highly—46% said they would refuse to give up watching TV for anything under $1 million, while another 25% said that even that figure wouldn't be enough. Those polled also said "excessive violence" on the tube was more objectionable (46%) than "sex scenes that are too explicit" (24%) and 23% said both were equally objectionable. **—SM,GF**

Final Appeal and What Happened?, two of NBC's new reality series **will be pulled** from the lineup following their Oct. 23 airing. *Final Appeal* will have seven episodes left from a 13-episode order. The remaining episodes may be folded into episodes of *Unsolved Mysteries*, from which the new show was culled. The four remaining episodes of *What Happened?* may return later as a series of one-hour specials. The network remains undecided on whether Aaron Spelling's *The Round Table*, also on Friday, will receive its back-end order.

CBS and NBC have refused to let their reporters serve as moderators or panelists for the presidential and vice presidential debates, citing displeasure in allowing the political campaigns to have authority to choose and reject journalists. For the first presidential debate this past Sunday, PBS's Jim Lehrer moderated, and the panel consisted of ABC News's White House correspondent Ann Compton; John Mashek, a White House reporter for the *Boston Globe*, and freelancer Sander Vanocur, formally an economic reporter at ABC and NBC. The second debate—between the vice presidential candidates—on Tuesday, Oct. 12, will have a sole moderator—expected to be Hal Bruno, ABC News political director.

The FCC tentatively awarded pioneer preference status to Cox Enterprises, American Personal Communications (70% owned by The Post Co.) **and Omnipoint Communications for eventual personal communications services licensing.** At the same time, Cablevision Systems Corp. and Associated PCN Co. (APCN) each announced major market PCS test plans they say will demonstrate to the FCC interference-free frequency sharing